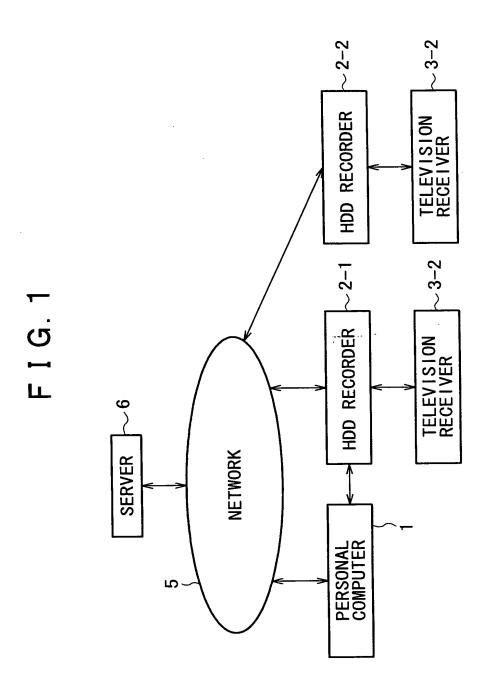
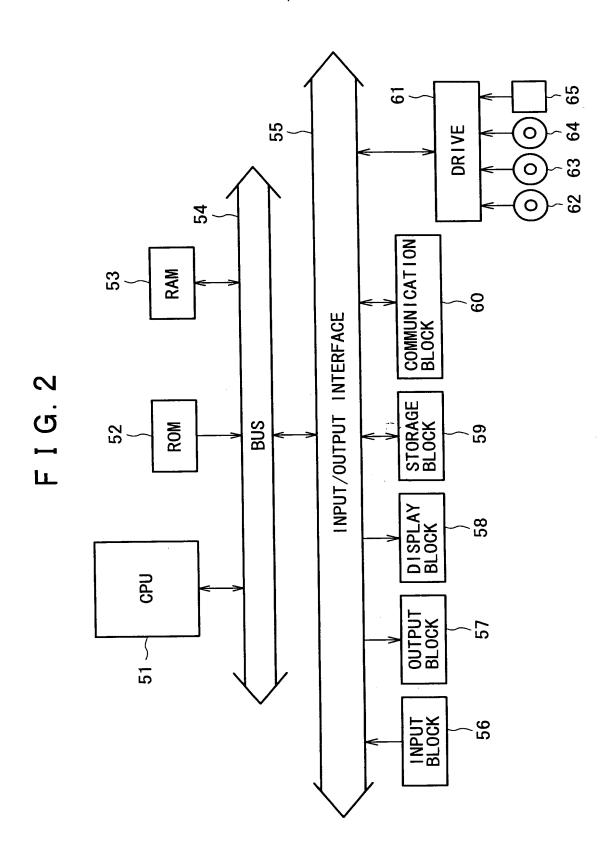
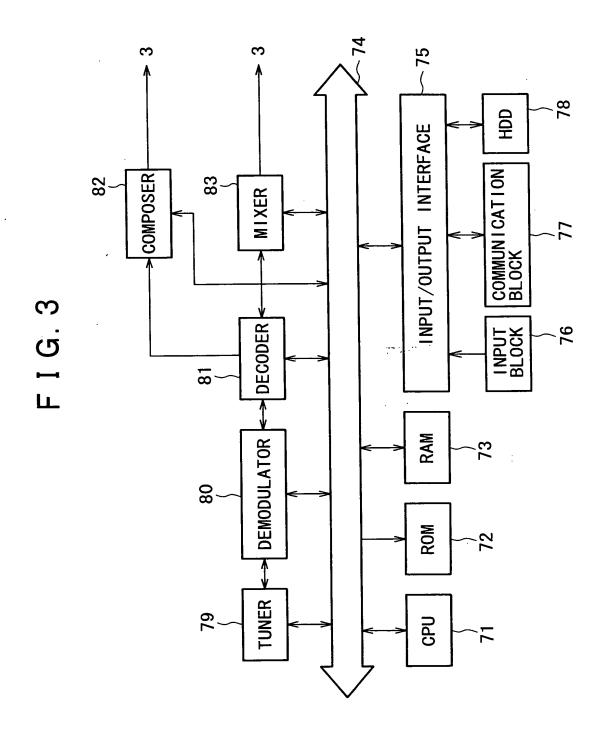
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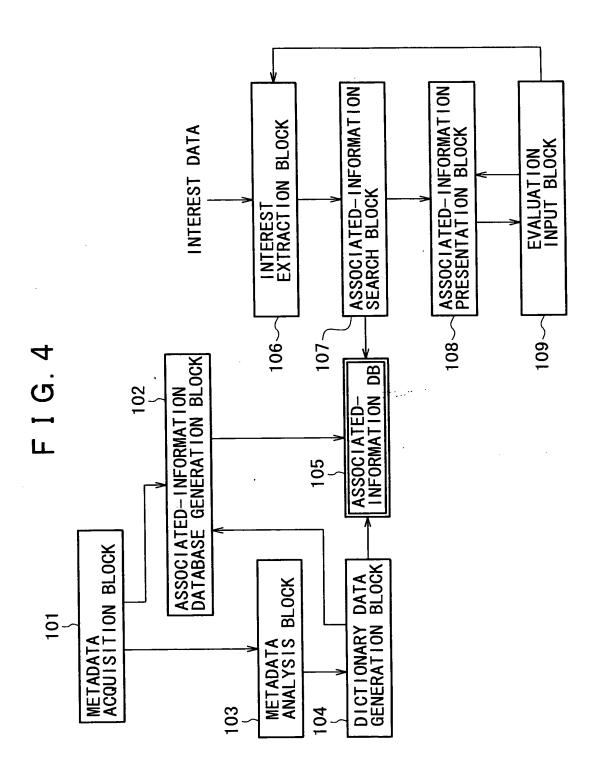


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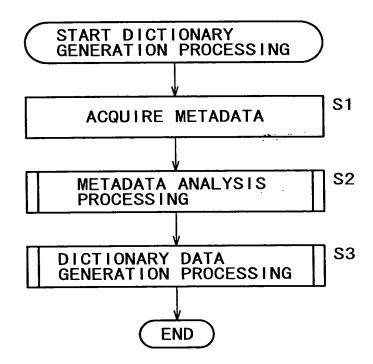




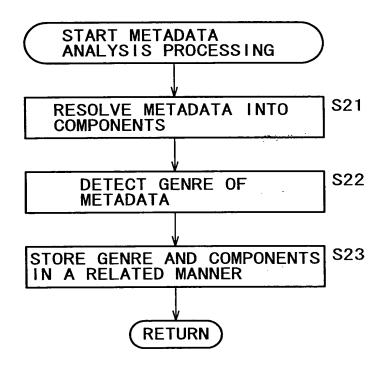
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F I G. 5



F I G. 6



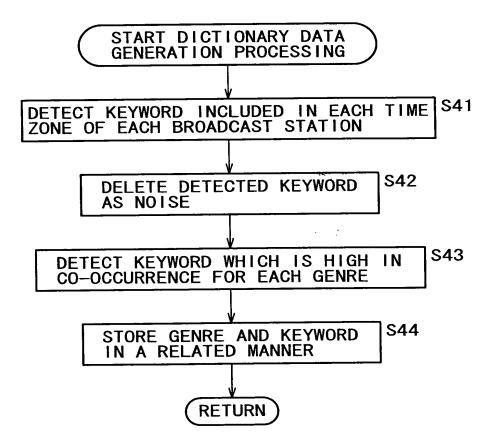
F I G. 7

| COM-   | GENRE       | BROADCAST | DADCAST BROADCAST PERFORMER | PERFORMER | KEYWORD  | :   |
|--------|-------------|-----------|-----------------------------|-----------|--|-----|
| UNEINI |             |           | וווור לסוור                 |           | מחדה סדורו מדמסוני דמימדמ  |     |
| No.1   | COOK I NG   | 108       | <b>AFTERNOON</b>            | AAA       | RECIPE, INGREDIENIS, SIEPS,<br>TELETEXT BROADCASTING, STEREO         | :   |
| No2    | LIVING      | MHK       | EVENING                     | BBB       | LEISURE, HOLIDAY RESORT, CHILDREN,<br>TEI FTEXT BROADCASTING. STEREO | :   |
|        | INFORMATION |           |                             |           |  |     |
| No3    | CHILDREN    | MHK       | MORNING                     | 200       | LEISURE, CHILDKEN,<br>TELETEXT BROADCASTING, STEREO                  | :   |
|        |             |           |                             |           |  |     |
| •      | •           | •         |                             |           | • •  | • • |
|        |             | • •       |                             |           | •  | •   |
|        |             |           |                             |           |  |     |

F I G. ®

|                              |                   | ···-  |   |         |
|------------------------------|-------------------|---|---|---------|
|                              |                   | :   |   | •••     |
|                              |                   | RECIPE, INGREDIENTS, STEPS, BOILED<br>FOOD, TELETEXT BROADCASTING, STEREO | RECIPE, INGREDIENTS, STEPS, KITCHEN.<br>TELETEXT BROADCASTING, STEREO | •••     |
| COADCAST BROADCAST PERFORMER | AAA               | QQQ   | EEE   | • • • • |
| BROADCAST<br>TIME ZONE       | AFTERNOON AAA     | AFTERNOON   | MORNING   | •••     |
| BROADCAST<br>STATION         | TCS               | MHK   | MHK   |         |
| GENRE                        | No1-1 COOKING TCS | No1-2 COOKING MH  | No1-3 COOKING MH  | •••     |
| COM-<br>PONFNT               | No1-1             | No1-2   | No1-3   |         |

F I G. 9

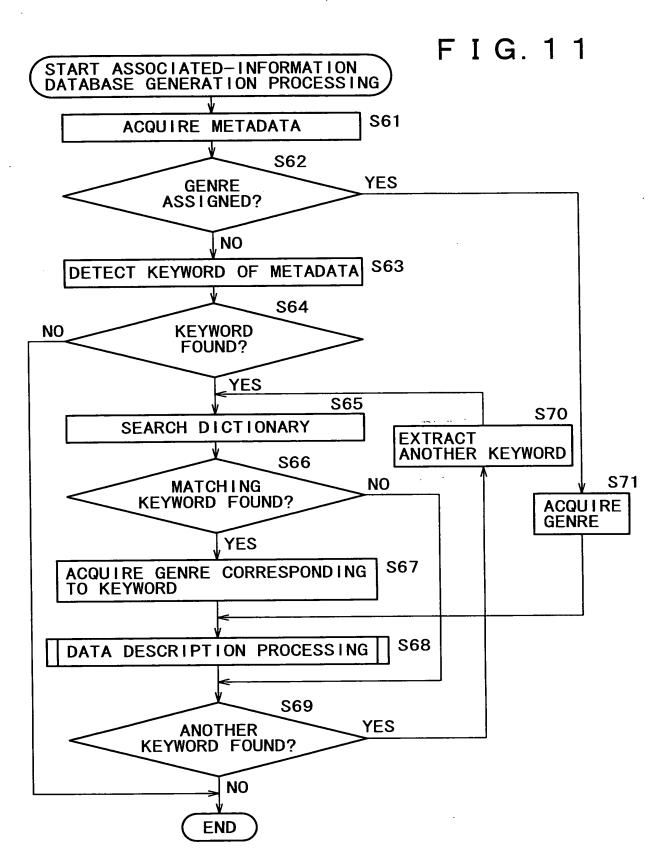


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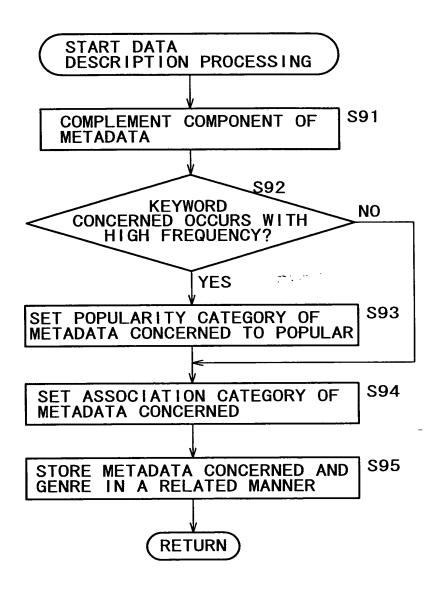
## F I G. 10

|   | KEYWORD           | FREQUENCY/<br>MONTH | GENRE                           | OTHER<br>COMPONENTS |
|---|-------------------|---------------------|---------------------------------|---------------------|
| 1 | RECIPE            | 3                   | COOK I NG                       |                     |
| 2 | INGREDIENTS       | 7                   | COOKING                         |                     |
| 3 | STEPS             | 2                   | COOKING                         |                     |
| 4 | LEISURE           | 15                  | LIVING INFORMATION, CHILDREN    |                     |
| 5 | HOLIDAY<br>RESORT | 3                   | LIVING INFORMATION              |                     |
| 6 | CHILDREN          | 12                  | LIVING INFORMATION,<br>CHILDREN |                     |
| : | :                 | :                   | :                               | :                   |

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F I G. 12



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## F I G. 13

|                        | JANUARY | FEBRUARY | MARCH | APRIL |
|------------------------|---------|----------|-------|-------|
| FREQUENCY OF KEYWORD A | 12      | 15       | 11    | 45    |
| FREQUENCY OF KEYWORD B | 48      | 50       | 51    | 48    |

## F I G. 14

